

# REMOVAL OF LIKES FROM YOUNGOV PROFILES

## FREQUENTLY ASKED QUESTIONS

### **Q: When will Likes officially be removed from YouGov Profiles / stop appearing in new datasets?**

**A:** The first dataset without Likes will be generated the week of September 6th, 2020

### **Q: Will Likes still appear in old datasets?**

**A:** Yes, Likes and any custom audiences / variables including Likes will remain in old datasets.

### **Q: Will any custom filters or audiences with Likes disappear from future datasets?**

**A:** Yes, custom filters or audiences that included Likes data cannot be copied into new datasets.

### **Q: Will the filters in future datasets need to be recreated from scratch?**

**A:** Yes, once the Likes variables are removed, any custom audiences or variables created with them will no longer appear. Hence the need for users to transition the custom audiences or variables that include Likes data they want to continue working with to YouGov Ratings instead.

With the removal of Likes taking place at the beginning of September, custom filters and audiences that contain Likes data need to be reworked no later than September 3rd, 2020.

### **Q: What will happen with existing Likes data?**

**A:** Likes entities that have been used by clients in the past 12 months have been added to YouGov Ratings. These will be pulled into YouGov Profiles starting with the August 16th dataset.

### **Q: What are the benefits of removing Likes and alternative opportunities to leverage Ratings?**

**A:** Removing Likes from YouGov Profiles will:

- Allow datasets to be available earlier in the week.
- Create more space for additional, new data in the tool.
- Improve data processing capacity and help performance.
- Ensure that entities have robust sample sizes.

### **Q: What are the key differences between Likes and Ratings?**

- With a more structured data collection methodology, YouGov Ratings allows for more robust and balanced nationally representative sample sizes across all entities.
- Likes is collected on the feed, and self-selective, whereas in YouGov Ratings panelists opt-in to a standard Gryphon survey and are then guided through a total of 30 entities without the ability to skip. They need to give us an answer to every entity presented to them (or entirely break off the survey).
- The self-selectiveness of Likes can affect the market sizing within Profiles. By contrast, the more structured data collection of YouGov Ratings enables better market sizing estimates for entities' sentiment data.
- This is what makes YouGov Ratings numbers more robust, enables better market sizing numbers and is a more structured data collection methodology compared to Likes.

### **Q: What will the sample be like when the Likes entities are included as Ratings in the new dataset?**

**A:** We expect a steady growth and will keep them boosted until they hit comparable coverage to their equivalents in Likes. Roughly, coverage should increase by up to 700 interviews per entity per week.

### **Q: What is the Ratings methodology?**

- After every survey running on the panel, a set amount of panellists get asked whether they want to take a Ratings survey.
- If they opt-in, they get presented with a total of 30 entities in six categories to rate.
- The five-point scale ranges from "strongly negative" to "strongly positive" with a "not heard of" option.
- Which entities or categories are presented is random to enable balanced sample sizes across all entities.
- Panellists are not able to skip a response, which ensures accurate market sizing.
- Ratings data gets weighted in Profiles to be national representative and is published on the website.

## ABOUT YOUNGOV

YouGov is an international research data and analytics group headquartered in London. Our data-led offering supports and improves a wide spectrum of marketing activities of a customer-base including media owners, brands and media agencies. We work with some of the world's most recognised brands.

Our line of products and services includes YouGov BrandIndex, YouGov Profiles, YouGov Omnibus, YouGov Custom Research, YouGov Crunch and YouGov Direct.

With over 9 million panellists across 44 countries, YouGov's market research covers the UK, USA, Europe, the Nordics, the Middle East, and Asia-Pacific. Our panellists come from all ages, socio-economic groups, and other demographic types – allowing us to create nationally and internationally representative online samples of consumers.

For more information, visit [yougov.com](https://www.yougov.com)

YouGov is a global provider of analysis and data generated by consumer panels in 44 markets. As the market research pioneer of Multilevel Regression with Poststratification (MRP) for accurate predictions at a granular level, our data consistently outperforms others on accuracy, as concluded by Pew Research. Combine that with our advanced analytical technology, powered by crunch.io, and we are able to generate the most accurate, complete, and dynamic portrait of the world.

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